

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al. Art Unit : 3714
Serial No. : 10/798,342 Examiner : Ronald Laneau
Filed : March 12, 2004 Conf. No. : 5601
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 14, 2009

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

An Appendix beginning on page 10 includes copy of the priority document of a cited reference.